

**Advisory Committee Meeting  
Economic & Workforce Development  
Wednesday, October 30 2013**

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**I. Van Ton-Quinlivan, Vice Chancellor, Workforce & Economic Development Division, CCCCCO, opened meeting at 10:00 a.m. with welcome and introductions of Advisory Members.**

**Members Present, WEDPAC:**

- ✓ Ms. Van Ton-Quinlivan, Vice Chancellor, Workforce & Economic Development Division, CCCCCO
- ✓ Dr. Deborah Malumed, Board of Governors (via phone)
- ✓ Mr. Wheeler North, Academic Senate, San Diego/Miramar College
- ✓ Ms. Linda Rose, Vice President of Academic Affairs, Santa Ana College

**Members Present, EDPAC:**

- ✓ Ms. Sylvia Amitoelau, M.S.I.T., Coastline Community College
- ✓ Dr. Helen Benjamin, Chancellor, Contra Costa Community College District
- ✓ Dr. Deborah Blue, Chancellor, State Community College District
- ✓ Mr. Jack A. Buckhorn, Business Manager, IBEW Local 551
- ✓ Dr. Sunita Cooke, President, Grossmont College
- ✓ Dr. Doug Houston, Chancellor, Yuba Community College District
- ✓ Ms. Joyce Johnson, Vice President, Desert Region, CCCAOE
- ✓ Dr. Andrew C. Jones, Chancellor, Coast Community College District
- ✓ Ms. Mary Kimball, Executive Director, Center for Land Based Learning
- ✓ Dr. Joel Kinnamon, Superintendent/President, College of the Desert
- ✓ Mr. Bernie Kotlier, Executive Director, Sustainable Energy Solutions, Labor Management Cooperation Committee, CA
- ✓ Ms. Cathy Martin, Director, Workforce, California Hospital Association
- ✓ Ms. Cris McCullough, Dean, Policy Alignment & Outreach, CCCCCO
- ✓ Mr. Dave Meisel, Director, Transportation Services, PG & E
- ✓ Mr. Tim Rainey, Executive Director, California Workforce Investment Board
- ✓ Mr. Henry A. J. Ramos, Board of Governors (via phone)
- ✓ Mr. Rob Sanger, Manager, Training Services, California Manufacturing & Technology Association
- ✓ Dr. Bill Scroggins, President & CEO, Mount San Antonio College
- ✓ Dr. Dianne Van Hook, Chancellor, College of the Canyons, Santa Clarita Community College District (via Phone)

**Others**

- ✓ Sam Driggers (sat in for Pat Fong-Kushida)
- ✓ Amy Wallace (sat in for Tim Rainey)

**II. Policy Discussion –**

**Context: Van Ton-Quinlivan and Amy Wallace, California Workforce Investment Board**

- Goals of jobs and economy.
- Nature of California economy, not monolithic, many regional economies.
- Continuum of work to be done: administrative fixes, empower regions, and rethink funding.
- Continuum for increasing systems responsiveness to workforce needs presented from impact to difficulty. Highest impact is rethinking funding. Levels of difficulty are complex.

- Administrative fixes reveal a ten year trend. Diminishing trend in CTE portfolio of community colleges. How to use resources and needs of regional economies. Most common variable is cost. The funding available is in form of non-traditional ways, making it colleges decision to prioritize.
- The convergence. State recognizes unmet regional need for in-demand and high-growth CTE.
  - The State Workforce Board has a five year strategic plan focused on regional economies and in-demand sectors. Focused on moving people from poverty to middle class. Target on jobs and workforce field with providing training for these opportunities. Community college system is the provider.

**Research Findings: Jody Lewis and Connie Tan, Institute for Higher Education Leadership & Policy**

- The data benchmarked from a study of 20 other states addresses high cost CTE issue.
- The California context, the state legislature funds are one rate for all funding.
- CTE is prioritized in all other states and use finance strategies. Five strategies: separate technical institutions/system, differential funding based on costs, performance or outcomes based funding, differential tuition, and differential course fees.
- Implications of strategies for California: have the name of “technical” in colleges provides stronger messaging, differential funding consider equity and fairness, performance funding utilize funding in incentives, course fees engage students to add charges to programs important to them.

**Facilitated Discussion & Working Lunch, Catherine Swenson and Denise Brosseau**

- Vote on strategies presented: 1. Include name of “technical”, resulted as not agreed; 2. Differential funding based on costs, resulted as agreed; 3. Performance or outcome based funding, resulted as agreed; 4. Differential tuition, resulted as agreed; 5. Differential course fees, resulted as maybe.
- If colleges do not respond to industry needs, industry will invest in private institutions.
- Courageous conversation of external and internal stakeholders as path forward to meet regional need for in-demand and high-growth CTE. Recommend to explore differential funding.
- Differential funding models presented. Equity prospect, a college with more students enrolled in higher cost programs would receive, on average, more funding per student than other colleges. Based on three main approaches (rate based on student/faculty ratio, rate based on total cost, FTES weighting).
- Facilitation: breakout into group deliberations exploring differential funding for potential. Facilitators will provide feedback to California Economic Summit.
- Facilitation report-outs: 1. Tiered funding creates survivability of high demand programs, less incentive to shut down, incentive and ability to start programs to respond to industry and student needs, maintain current equipment, and students’ long term economic contribution creates a return on investment. Tiered funding cons could have controversy on who would get left out, unattended consequences of regions. For design to be successful class and program will need to be defined, define success, fit in competency learning into this model, align tiers with success outcomes, fair criteria, and provide fix to difficulty due to changing policy at state level. 2. Weighted funding is simple model, politically palatable, low cost to implementing, incentive for local decision making, fits comprehensive mission, attaches differential funding, and fundamental shift is understood. The cons; it does not recognize high demand of labor market, perception of cast system, re-evaluate funding formula, and perceived inherent worth. To be successful there will be a need of additional money other than the same pot of money, fit with 50% law, evaluate non-credit tiers, and have pro-active communication and strategy and require legislation. 3. CTE equipment enhancement funds provide relevance for technology changes, adds stability costs and offsets other cots, locally prioritizes and strengthens industry partnerships, incentive of course offerings, outside of prop. 98 and reduces CTE overall costs, does not create inequities, and does not change FTES funding. The cons; purchase equipment need operators training, equipment alter outfitting of facility, higher technical staff for maintenance, history of sporadic funding and restrictive funding, and address distribution. For success; continue funding, accountability, draw-in industry matches, share and rent equipment, funding formulas, and input from industry/stakeholder buy-in.
- Constituent concerns: issue of job equity and access, complexity of issue and the status quo of legislature.
- The student senate needs to be involved in this conversation.

- Need to simplify, clarify, and visit constituents to move program forward.

### **III. Doing What MATTERS for Jobs and the Economy Update**

- How to get word out: 1. Visualization of sectors, regions into look-up map with common metrics; 2. Access to employers tab with cross links; 3. Varying level of knowledge to access onboarding for systematizing; 4. Common conversation done quarterly on how we are doing.
- Key talent “Meet and Greet”
  - Jose Anaya, Sector Navigator for Advanced Manufacturing. To understand the sector you have to understand the companies in the sector. Companies with 20 employees (74% in CA) or less need help to keep growing. The plan is to create alignment and address gaps to meet need of small and medium sized manufacturers.
  - Steve Glycer, Los Angeles/Orange Regional Consortia Chair. Need for service collaboratively to work with WIBs, business counsels and perform partnerships. Strategy, DSN key to collaborating in region.
  - Lynn Shaw, Los Angeles/Orange Regional Consortia Vice Chair. Discussions of program at regional level questioning unnecessary duplication and labor market need. Simplified program approval process and moved voting on-line.
- Mobilizing resources to moving the needle: visit each college and be part of conversation, a gap analysis (looking at programs up and down state and at community colleges), create resource website (one-stop to connect small and medium manufacturers to resources), harmonizing common metrics, address innovation to bridge with manufacturers, addressing skills gap to fill pipeline, develop state wide model for certification, learning assessments, infusing entrepreneurship into global trade.

### **IV. Consent Items**

- EWD Expenditure Budget 2014-15 approval to go forth. Moved and approved by EDPAC.
- Minutes from May 22, 2013 EDPAC moved and approved.
- Note: Next WEDPAC/EDPAC on January 22, 2014 from 10:00 a.m. to 2:00 p.m.

### **V. Adjournment**

- Meeting adjourned at 1:44 p.m.